

# PHIP Communications & Marketing Committee Meeting

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# Identity Platform Implementation

- Identity platform is ready to use
- Big step towards goal of public understanding and value
- Making it real
  - Creating a plan
  - Determining the audience
  - Prioritizing plan components

# Plan Design

- DHC recommends plan that can be used by marketing committee and by individual agencies
- Plan should be:
  - concise
  - easy to use
  - turn key



# Plan Elements

- Overview/Making the case
  - This section includes:
    - summary of research
    - why identify platform is needed
    - what benefits agencies will receive
    - importance/significance for our state

# Plan Elements

- Goals & Objectives
  - This section includes:
    - Overarching goal: increase awareness and understanding of public health in Washington.
    - Implementation goals:
      - 100% of local PHA's use identity platform
      - Awareness/knowledge increased at PHA level
      - PHA employees become effective PH ambassadors
      - Consistent face of PH in Washington

# Plan Elements

- Using the Identity Platform

***Always working for a safer and healthier Washington***

Essential programs for improving health

Information that works

Protecting you and your family every day



# Plan Elements

- Using the Identity Platform
  - This section includes:
    - Simple explanation of platform
    - Tagline/slogan
    - Key messages
    - Tailoring for individual needs
    - Practical tips for how to use it
    - Tools to help PHA's use it in their own agencies/materials

# Plan Elements

- Audiences
  - This section includes:
    - Desired outcome with each audience
    - Tips on communicating with each audience
    - Message by audience chart (from report)
    - Audience worksheet for PHA use



# Plan Elements

- Strategies/Tactics
  - This section includes:
    - Strategies and tactics by audience
    - Brief description of each tactic

# Implementation Tactics

- Recommended Tactics
  - Reviewed report recommendations and committee brainstorming/voting.
  - Discuss following tactics:
    - Identity platform “boilerplate” language
    - Graphic look & feel
    - Web-based resource library
    - PowerPoint presentation on platform
    - Train-the-trainer module

# Implementation Tactics

- Discuss following tactics:
  - Internal roll-out & training kit
    - How to launch internally
    - brochure
    - job announcements and descriptions
    - employee orientation
    - staff meetings or trainings
    - internal promotions
    - incorporating in publications/materials
  - PSA campaign



# Implementation Tactics

- Discuss following tactics:
  - Brochure template
  - Events (PH week)
  - Video
  - Incentive or grant program
  - Awards program
- Other ideas

# Plan Elements

- Evaluation
  - Simple tools to evaluate progress
  - Tips for PHA's to evaluate at local level

# Plan Elements

- Timeline
  - Implementation deliverables timeline
  - Statewide roll-out timeline
  - Suggested timeline for PHA's



# Plan Elements

- Budget & Roles
  - Three level budget
  - Suggestions about roles, resources
    - At DOH level
    - At PHA level

# Wrap Up

- Consensus on next steps
  - Plan design and components
  - Prioritized tactics
  - Voice any issues/concerns

Thank You!

